



Wisconsin Department of Tourism FY16 Strategic IT Plan

I. Top Five IT Goals

Identify your agency's top five goals/objectives for utilizing information technology in FY16, and how they serve your agency's business needs.

Agency Mission:

The Wisconsin Department of Tourism's mission is to market the state as the Midwest's premier travel destination for fun. By executing industry-leading marketing programs, providing reliable travel information and establishing strategic partnerships, we will play a significant role in delivering exceptional customer service and generating greater economic impact and jobs for Wisconsin.

Top Five IT Goals

1. Assess needs and provide technical tools and solutions that support the Department's goals to provide exceptional customer service and provide training for and collaborate effectively with tourism industry partners throughout the state.
2. Meet DOA infrastructure standards and provide staff, including those in remote locations, with work stations and other technology to do their jobs effectively and efficiently.
3. Work with DET and external vendors to ensure websites and digital communications remain competitive by providing an engaging and user-friendly experience on all digital platforms with the goal of driving visitation and travel expenditures through the Department's owned media channels.
4. Develop and implement an online grant application process for the Department's grant programs which include grants for Joint Effort Marketing, Destination Marketing, Tourist Information Center, Ready, Set, Go (to bring large sporting events to Wisconsin destinations) and Meetings Mean Business. Streamlining the current paper-based application process for more than 200 users each year will create efficiencies for staff processing those applications and allow grant reviewers around the state to review applications online.
5. Assist in the Department's conversion to PeopleSoft as part of the State Transforming Agency Resources (STAR) project.

II. IT budget

The Department of Tourism has not completed budget planning for FY16 at the time of the writing of this plan. An estimate of Tourism's IT-related expenditures for FY16 is \$800,000.



III. Agency IT Projects

List all of your agency's IT projects expected to cost \$1 million or more.

Currently, the Department of Tourism is not working on any IT projects that are expected to cost \$1 million or more.

IV. Potential Agency IT Projects

List all potential agency IT projects expected to meet the \$1 million cost threshold that are in the conceptual phase, or that might be initiated in FY16 due to potential legislative changes (state or federal), or that might be dependent on securing grant funding (from a state, federal or nongovernmental organization).

Currently, the Department of Tourism is not planning any IT projects that are expected to cost \$1 million or more.

V. IT Infrastructure Projects or Expenditures

Describe any projects or anticipated expenditures over \$100,000 related to augmenting IT infrastructure (e.g., hardware, servers, storage, networking components, security, backup and disaster recovery), if these projects have not already been described in sections III or IV above.

The Department of Tourism does not expect to have any infrastructure projects during FY16 that exceed \$100,000.

VI. Issues (OPTIONAL)

Identify and explain issues or other activities not described already that are influencing, or could influence, successful execution of your agency's IT plan and about which DOA/DET should be aware. Be sure to include the issue type and description.

